

# TEAM ORANGE

# CREATIVE BRIEF

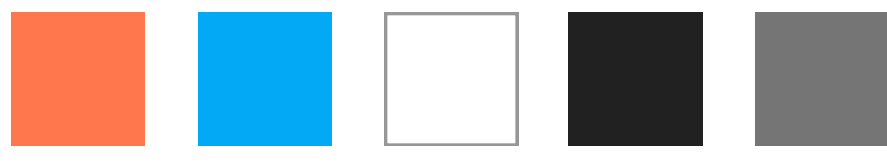
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Keywords & Tone:

sharp, hip, stylish, modern, clean, inviting



## THE PROBLEM

The current problem which exists is spearheaded by a large amount of packaging waste being produced by apathetic individuals and companies which can be reused for the same or different purposes. Shampoo and body wash bottles by Dove for example are made of a durable plastic but are still often times thrown away instead of recycled. The Environmental Protection Agency states that 75% of the American waste stream is recyclable while we only recycle about 30%. Recycling can be an arduous process dependent on the materials at times but it yields a high benefit. People are unable to see the immediate benefit of recycling or reusing products, in addition to this companies are designing products that are single use only and meant to be thrown away. Companies and people simply do not see the necessity of reusing materials and can not draw a personal gain or incentive towards reusing resources. The existing western economy is based around purchasing new things as opposed to repurposing the old.

## REQUIREMENTS

Develop strong communications with grocery stores to accept these vending machines within their stores.

Supply a well designed machine that is quick and easy.

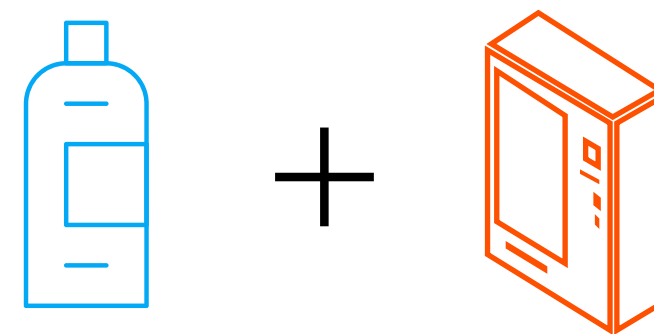
Upkeep which includes cleaning and refilling the vending machines.

Emptying of the recycling bin that will sit inside the machine.

Promote Dove / Axe by placing reputable logos on such vending machines.

## THE SOLUTION

Reusing and recycling diminishes the amount of waste on the planet and preserves natural resources, which can leave a positive mark for the world and future business models. Due to this, Team Orange is proposing the creation of vending machine dispensers that will allow users to refill their old shampoo bottles with new product for a lower cost.



These machines will be located in grocery stores where users will receive this service in exchange for lower rates and an exclusive variety of scents. Unilever can construct durable bottles that can be reused a few times and recycled once their lifecycle has ended. Ultimately, we hope that this service will motivate users to envision the benefits of recycling more regularly.

## CONSTRAINTS

Only Dove / Axe products would be available for vending.

Specific soaps and shampoos will only be available.

Must be placed in grocery stores.

## THE USER

Our users would be consumers who purchase and use shampoo and body wash brands that use bottled packaging.

More specifically, our users are:

- Consumers who want to be eco-friendlier by re-using shampoo bottles.
- Consumers who want a more personalized shampoo/ body wash bottle that they can re-use.
- Consumers who want to save money by re-using shampoo/body wash bottles.
- Consumers who want a more quick and convenient way to purchase shampoo and body wash.

## THE CUSTOMER

### PRIMARY

Our primary customer will be Unilever. Having this type of business model implemented within grocery stores will allow Unilever to price their products higher because consumers will have the option to save money from the machine. Extending a product's lifecycle by providing refills will allow Unilever to create more durable and long-lasting packaging.

### SECONDARY CUSTOMER

Our secondary customers will be everyday consumers. Everyday customers will be able to save money by refilling and recycling their empty containers. When they go grocery shopping for example, they will have the opportunity to bring their empty containers to the store to refill their shampoo or soap. When they find that the container needs to be recycled, they can do so at the same machine that they obtain the refills and then purchase a new container. This business model is a new and innovative solution for customers to save money and contribute to the circular economy movement.